

MEAL Sponsorship Package

Captivate your audience!

2 hour program with meal served for first 30 minutes* (½ hour) buffet style
Speaker presentation may run up to 90 minutes (1 ½ hours)

SOHO Healthfest Meal Sponsorship Benefits:

- Your Logo on Meal Sponsor Banners
- Your Logo with link on official SOHOhealthfest.net website
- Your Logo in SENPA SPEAKS newsletter
- Your Logo in all pre-show mailings (print/email)
- Your Logo recognition in official SOHO Healthfest ShowGUIDE
- Your Logo on registration forms (online and printed where possible)
- Your Logo on printed meal tickets for the event
- Your Logo in post-show SENPA SPEAKS newsletter
- Complimentary location on New Product Display (\$30 value)
- Complimentary use of SOHO Healthfest Retailer Attendee Mailing List (upon request)
- Recognized as a Meal Sponsor at your table on show floor
- Special "sponsor" ribbons for staff to wear during SOHO Healthfest
- Promoted as a meal sponsor on our social media reach
- Customized speaker flyer to help in your promotion to retailers

RESPONSIBILITIES OF SPONSOR:

SPEAKER: Chosen and paid for by the sponsor. Topic to be submitted to SOHO Healthfest committee. SENPA/SOHO asks that Information not to be totally product based. Recognizing products and distributing literature and samples is acceptable, however, we ask that the main part of the program be educational.

CATERING: Sponsor is responsible directly to SENPA, Inc. for the meal function and all hotel charges for the meal. The SOHO Healthfest show management will work directly with sponsor to arrange the menu, take reservations for the dinners, and work on final catering guarantee. Sponsor will be invoiced immediately after the show for Catering.

AUDIO/VISUAL: Sponsor is responsible directly to SENPA, Inc. for all audio/visual cost. Management will negotiate prices and include in show's package in order to reduce overall costs. (i.e., sharing costs with other sponsored programs using the same hall and duplicate equipment). Sponsor will be invoiced immediately after the show for Audio Visual.

ADDITIONAL FEES: Benefits may not be changed after signing. SOHO Healthfest is run by a non-profit organization and meal functions do not create revenue for the show, therefore additional benefits to those listed above or promotions will not be added and all fees incurred are the responsibility of the sponsor.

FOOD DONATIONS: SOHO Healthfest management will make every effort to obtain healthy donations to be included on the buffet, but will not guarantee those donations. If any additional costs are incurred for donations, sponsor will have the opportunity to approve in advance and be responsible for those fees. Companies donating foods/products will be acknowledged.

MEAL PROGRAM TIMELINE: Buffet will open ½ hour prior to session and be closed down at the beginning of the speaker presentation to help lessen the noise and offer a better atmosphere for attendees. *Sponsor may request a time change for closing the buffet line with the SOHO Healthfest representative in charge.

ATTENDEES & INVITED GUESTS: Please note registered "full access" RETAIL attendees are invited to attend sponsored meal functions at no cost to them. They will be required to "pre-register" for the event. Sponsors are encouraged to promote and invite retailers making sure they include the following on any invitations, etc.: "All retailers attending meal functions are required to preregister as a FULL ACCESS Retail Attendee at the SOHO Healthfest. TO REGISTER visit SOHOhealthfest.net or call (727) 846-0320"

FINAL INVOICING: A final invoice of amount due will be sent to sponsor immediately after the trade show. Invoice will be due upon receipt unless other arrangements have been agreed to in advance.



Your Independent Natural Product Show produced by SENPA, A nonprofit Trade Association